

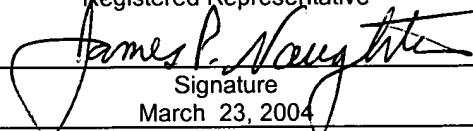
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Technology Center 2100

Our Case No. 9623/418

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
Charles McElfresh, et al. )  
Serial No.: 09/285,929 ) Examiner: Stephen S. Hong  
Filing Date: April 2, 1999 ) Group Art Unit No.: 2178  
For: METHOD AND SYSTEM FOR )  
OPTIMUM PLACEMENT OF )  
ADVERTISEMENTS ON A )  
WEBPAGE )

**AMENDMENT AND RESPONSE**

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

This paper is timely filed on March 23, 2004 in response to the Office Action dated December 30, 2003, which was designated Final. A request for continued examination (RCE) is filed herewith. Applicants respectfully request reconsideration of the application in light of the following amendment and remarks.